

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
March 11, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
George Abou-Daoud, Bowery Street Enterprises
Susan Durante, Los Angeles Film School
Richard Falzone, Off Vine Restaurant
Brad Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Ryan Harter, CIM Group
Richard Inouye, Tribune
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Shake Bakalyan, Wells Fargo Bank
Craig Donahue, The Donahue Group
Darcy Judd, Robertson Properties Group

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Steve Seyler, Andrews International
Bill Farrar, Andrews International

Guests

Rudy Salinas, PATH
Patricia C. Spinneberg, Community Development Department

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:05 P.M.

2. Public Comment

Patricia Spinneberg from the City of Los Angeles' Community Development Department discussed with the group some programs the City introduced with new incentives and cost reductions for those interested in starting a new business within the State's Enterprise Zone. Spinneberg informed the board that the Sunset and Vine BID area is located within the Enterprise Zone, making it easy for newer businesses in the area to take advantage of the program.

3. Approval of Board Minutes

It was moved by Duke Gallagher, seconded by Ryan Harter and CARRIED to approve the minutes from the February 12, 2008 CHC Board Meeting. Unanimously approved.

4. Treasurer's Report

Duke Gallagher reviewed with the board the financials through February 29, 2008. The balance sheet showed a current balance of \$554,205.28 in the CHC's account. Gallagher informed the board that up to this point in the year the CHC had seven parcels that had not yet paid their assessments, adding up to a total of \$40,680.76 in current delinquencies.

It was moved by Brad Folb, seconded by Richard Inouye and CARRIED to approve the Treasurer's Report from February 29, 2008. Unanimously approved.

5. Committee and Program Reports

A. Nominating Committee

1. Approve Slate of Officers for a One-Year Term: Rev. Michael Mandala, Nominating Committee Chair, presented to the board the following slate of nominees that had been emailed to him by the board for consideration to serve a one-year term:

President – Dirk Degraeve
Vice-President – Craig Donahue
Treasurer/Secretary – Duke Gallagher
Secretary – Carol Massie

It was moved by Susan Durante, seconded by Michael Pogorzelski and CARRIED to approve that the presented slate of Central Hollywood Coalition Board Members would serve one-year terms as officers to the CHC Board. Unanimously approved.

2. Update from the Nominating Committee: Fr. Michael Mandala informed the board that the committee wanted to further review the option of possibly adding another member to the board from either Hudson Capital or Newport Capital

Advisors (NCA). Don Duckworth stated that he has set up a formal meeting with Hudson Capital and NCA to become acquainted with the CHC on March 25, 2008. Board members were encouraged to attend.

3. Appointment of Standing Committees and Chair: Dirk Degraeve appointed the following Committee Chairs and members for the 2008 year:

Streetscape Committee

Michael Pogorzelski, Chairperson
George Abou-Daoud
Susan Durante
Ryan Harter
Carol Massie
Kipp Rudd, Advisory Member

Security Committee

Darcy Judd, Chairperson
Fred Rosenthal
Richard Falzone
Brent Gaulke

Degraeve informed the board that he had not yet received a formal acceptance from Darcy Judd to assume the position of Security Committee chair. Degraeve said he would report to the board at their next meeting whether or not Judd accepted the position. If Judd does not accept, a new chair would be appointed at the Board's April 8, 2008 meeting.

B. Security Committee

1. Noise Issues: Kerry Morrison reported that for the Joint Committee's March 13, 2008 meeting they would be discussing some of the noise issues that have occurred in both the Sunset and Vine and Hollywood BIDs. Will Rivera, City Attorney's Office, will also be at the meeting to explain the details of some steps the area and property owners can take to help mitigate some of the complaints that have been occurring.

2. Update on Homeless Outreach in the BID: Rudy Salinas discussed with the board the progress the H.E.R.O. team has made over the last eight months, since the board originally adopted the motion to support the program. Since that time Salinas reported that the team has been able to reach several homeless individuals in the Hollywood area. Salinas described for the board one success story where the H.E.R.O. team had collaborated with community members, the BID, Andrews International and PATH to help place a homeless woman in a permanent housing facility that had previously been living in the Sunset and Vine BID. Salinas also distributed a list of contacts the team has made over the past year, and encouraged those interested in participating in a ride-along with the team to call or email Rudy to set up a time.

3. Project Y!MBY Activities: Morrison informed the board that PATH would be hosting Project Connect Day at the Music Box Theatre in Hollywood on June 26, 2008. PATH will be expecting anywhere from 250-300 clients throughout the day who will show up to meet with service providers (example: VA, SSA, Health and Mental Health Care providers, etc.). Morrison also reported that the Y!MBY Committee will be hosting a meeting with feeding programs from the Hollywood area on March 25, 2008. In addition to this the committee will be working with other agencies, such as the United Way, to prepare for an anticipated visit by Phil Mangano, the head of the U.S. Interagency Council on Homelessness, on April 30, 2008 in Hollywood. His visit will kick off the creation of a Business Roundtable to end homelessness in Hollywood. One thing that can assist in making Mangano's vision a reality in the area is to develop a count and registry of all the homeless individuals in Hollywood. In order to do this PATH would need to secure \$8-10,000 in funding to have a team interview and gather information from the homeless population in Hollywood. Morrison and Degraeve asked the board to consider participating in the community's effort to contribute to the count.

It was moved by Duke Gallagher, seconded by Michael Mandala and CARRIED to approve that the Central Hollywood Coalition would pledge to contribute \$1,500 to aid PATH in developing a registry of homeless individuals in Hollywood, contingent upon the organization securing the \$8,000 in necessary funding. Unanimously approved.

4. Update on Andrews Sunset and Vine BID vehicle: Morrison reminded the board that at their October 9, 2007 Board Meeting the group had approved the purchase of a vehicle for Andrews International to use in patrolling the Sunset and Vine BID. Since that time, the vehicle purchase had been delayed due to the fact that some details were unable to be finalized relative to a lease or purchase strategy. Since that time Morrison and the Security Committee recommended that the board proceed with purchasing the vehicle for a cost of \$23,052.28 (including tax and licenses). Bill Farrar informed the board that Andrews would agree to a Memorandum of Understanding (MOU) with the board which would state that the CHC would be able to buy the vehicle back from Andrews at a cost of \$1.00, if the contract with Andrews International is terminated. In this MOU it would also state that while in the possession of BID Security, Andrews would agree to pay for gasoline and insure the vehicle while under their ownership. Fred Rosenthal offered to review the MOU once drafted.

It was moved by Duke Gallagher, seconded by Fred Rosenthal and CARRIED to approve the purchase of a vehicle for Andrews International at a cost of \$23,052.28 (including tax and licenses). The motion is approved with the understanding that if the CHC and Andrews' contract is terminated within the four-year lifespan of the vehicle, Andrews would sell the vehicle back to the CHC at that time for the cost of \$1.00. Unanimously approved.

C. Marketing and Communications Committee

1. Update on Sunset and Vine Website: Katie Zandona reported that the www.sunsetandvinebid.org website is still in its development stage. The site should be ready for the Board to preview at their April 8, 2008 meeting.

2. Fashion Week Update: Craig Donahue and Katie Zandona have over the last month toured various locations in Hollywood with ING representatives, as the group is looking for a potential new location to host fashion week. Zandona informed the board that she would be meeting the representatives again during the week to give them a tour of Social Hollywood.

3. NavigateHollywood.com update: Zandona and Morrison informed the board that the HPOA has secured the necessary \$30,000 in funding to develop and host the NavigateHollywood.com website. The staff will be moving forward with development of the site and will keep the board informed of its progress.

D. Streetscape Committee

1. Walking Tour: Sarah MacPherson reported that the Streetscape Committee would be taking a field trip to Downtown Culver City on Friday, May 2, 2008, to perform a walking tour of the area. The group will be studying and taking notes on the streetscape design of the area, to help develop guiding principals for developers in the area. Those interested in attending are encouraged to contact Sarah MacPherson.

6. New Business

A. Planning for Annual Property Owners Meeting

1. Update: Morrison reviewed with the board a draft agenda for the April 22, 2008 event. The meeting would run a little over two hours in length. Michael Pogorzelski informed the board that the CHC is welcome to use Linwood Dunn Theater at the AMPAS building for the event. Don Duckworth received the board's permission, to develop a small survey of questions to distribute to the property owners in order to obtain feedback on the BID's first year. Brent Gaulke suggests that the survey direct individuals back to the BID's new website in order to answer the questions. Zandona agreed to look into it with the site's developer to see what could be done in order to set up an answer page on the site.

7. Report from Kerry Morrison

A. Anti-War March

1. Route Change: Morrison and Mariani informed the board that in speaking with Captain Farrell, he recently noted that the Answer L.A.'s Anti-War March on Saturday March 15, 2008 had since changed their originally planned route. The new route would begin at Hollywood and Ivar, heading west to Schrader, then south on Schrader to Sunset Blvd, then east on Sunset Blvd. and finishing at Sunset and Cahuenga with a rally in front of the CNN building. The rally is scheduled to last until 4:00 P.M.

8. Consultant's Report

Nothing to report.

9. Next Meeting

The next meeting was scheduled for Tuesday, April 8, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:38 P.M.